

GOLD CHAINS - THE GAME

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So, for this one I am thinking that we will go for a real stylized look and feel for the video. In order to achieve this on a limited budget, we will utilize a lot of motion graphics and visual effects. The sophisticated design element will greatly raise the production value of this video, and will add to it a real cutting edge style. (take a look at the new Faint video or Jon Spencer Blues Explosion videos) As far as the live action stuff, I would like to shoot all of the chorus parts on a white cyclorama stage. Most of the outfits will be white and maybe all of the props too. After the first refrain of the chorus, we will have choreographed dance sequences with Toph leading a group of female dancers. We will have some location shots, but they will be kept to a minimum in terms of lighting and effects.

0:00 A

I don't know how much preamble we want, but I was thinking that Toph could be eating a romantic candlelit dinner with the MAIN HOT GIRL on the cyc stage with white furniture and outfits. We could feature an actual conversation with them that starts with small talk but quickly becomes something to the effect of:

GC: You know girl, I think you are the one for me. You really are special.

HG: Oh, I bet you say that to all the girls.

GC: What do you mean, I really love you.

HG: Oh, come on. You're just a player.

At this point, Toph stands up from the table outraged, like "you better take back what you said." And he of course starts singing the song. He's vowing his love and ingratiating himself so that she knows he's true. "Don't call me a player..."

0:16 B

On "Don't make plans for the weekend..." we stay on the cyc stage, but now she's looking at a calendar on the wall, and Toph pulls it off the wall and rips it up.

0:24 C

We then cut to a black and white line art map of the US with a car with Toph and the girl in it superimposed on top. They are driving across the distance from Detroit to SF. When they get to SF, we see a big graphic club labeled "DISCO." Toph throws a firebomb and drives off. The club lights into flames, and these flames segue into the next section.

0:31 D

A close up of Toph's floating head rotating around 360 with ominous lighting. He's like the Wizard of Oz's face, or some other wise but foreboding being. Flames from the disco surround his face.

0:47 E

On “I like to keep it to the point...” we cut to a close up of Toph’s face following the MAIN HOT GIRL around the stage. He’s doing almost a Groucho walk as he follows her around in a circle checking out her wares. She still doesn’t know what to make of him but

1:00 F

When the music changes again – “You look so cute...” We have the MAIN HOT GIRL on a lazy susan spinning in a circle as Chains circles her and he points out all of the items she’s sporting. The Gucci logo should be GC, and the Prada logo should somehow incorporate the Gold Chains identity. Also, they should sparkle and bling when mentioned. He hands her his personalized calling card (again with GC logo), and we whip pan to a phone booth on the white stage where Chains is basically doing her in the phone booth.

1:14 G

On “Tell me your fantasies...” We cut to a scene where the MAIN HOT GIRL is sprawled on a shrink’s couch, and Gold Chains in his best Sigmund Freud impression is listening as she explains her fantasies. This charade is maintained until Toph rips off his Freud Goatee and reveals himself as “Gold Chains the punk rock MC.” And then we cut to a globe with Gold Chains superimposed on it and in a few steps Gold Chains marches from Beirut to Sicily.

1:29 H

On the chorus, we cut to an elaborate dance routine where Toph and a bunch of identically dressed classy ladies (or identical clones of the same girl) do a very choreographed dance routine with Toph rapping as he performs the steps (think Temptations).

2:00 I

On “Collect call,” Gold Chains is in an apartment and picks up the phone which transforms into a mic (both will probably be digital). We digitally follow the phone cord across the Pacific to a room full of Japanese girls (all clones of the same girl) all in bed rubbing themselves and making crazy faces.

2:07 J

Then we cut to an office with an Asian fat man in an office who picks up the phone and we show his Japanese shirtless servants wearing diapers in the background shoveling billions of dollars into a sack. We go close on a dollar, and upon zooming in, see that Gold Chains is the face in the middle

2:15 K

“That’s the price you pay for this quality.” We transition into a printing press a big machine is smashing out sheets of Gold Chains dollars. We pull back and show that Gold Chains is manning the press.

2:29 L

When the chorus picks up again, we have more choreographed dancing featuring everyone who has been in the video up unto this point dancing along with Toph.

2:51 M

On the “You try her, you drive her” choral part, Gold Chains is a preacher at a pulpit in a church with a full Gospel chorus full of hypno babes behind him singing along.

3:07 N

This is a close tracking shot of Toph with a wide-angle lens, his face filling the frame, as he walks along crouched over at the camera. We could shoot this at a faster frame rate as well, so it’s kind of jerky and freaky like Busta Rymes. This could be on the cyclorama stage as well.

3:21 O

On “Friar,” Toph falls through the ceiling of a nightclub wearing a tuxedo with the tie untied. He wipes off the dust and grabs the mic, and with cigarette in hand closes out the song. There is a small audience unphased by his appearance.